



In its endeavor to attract the largest number of investors and expand locally and regionally:
"Aleid Foods" launches its new official corporate website

Al Masoud: A first step towards to achieving our commitment to digitizing the operations.

Kuwait - February 22, 2021: Aleid Foods company announced the launch of its official website, which comes as the starting point of its holistic plan for restructuring and digital transformation, in order to enhance the operational position of the company to be a leader in providing end to end services in the local and regional food sector through a vertically integrated model backed by supporting business lines, in order to achieve its flexible customer-centric strategy and add value to its partners, by providing a variety of options from the most well positioned brands globally, regionally and locally.

The director of investor relations at Aleid Foods company, Metaab Al-Masoud, said: The launch of the new corporate website of the Aleid Foods Company is the first step towards to achieving our commitment to digitizing the operations, and the development of ways and mechanisms of communication between the company and its investors on the one hand, and its customers and partners on the other hand, pointing out that the unique design of the website is characterized by simplicity and accuracy, allowing visitors to the updates on the trading information of the company's shares in KSE first-hand, and also enables them to follow its news and latest activities, in total respect to our core values of transparency, trust, passion and diversity, while adhering to the highest standards of quality and responsibility towards our investors.

Al-Masoud added that the site is dynamic and allows continuous update in conjunction with the rapid development in digital and tech services, pointing out that this would contribute to attracting a wider base of investors and traders interested in the food services sector to support the advancement of the sector by providing valuable information.

Al-Masoud concluded by emphasizing the company's keenness to achieve meaningful, rewarding and sustainable returns for its shareholders, through a modern and unique business model, enhanced by experienced and promising operational talents in the food services sector, with advanced capabilities based on data and market analysis, and keeping pace with the changing needs and requirements of customers.